

SWEB Project Plan Template

Prepared by Liz Keith, Pro Bono Net and Judy Bennett, Kaivo

People, Resources and Work Structure

1. Goals and Audience

What are the goals for your website? Who is the audience?

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2. Personnel

Who are the key players? What are their roles?

Project Implementation Support

Role	Role Filled By (name/organization)
LSC/TIG Liaison	
Program Executive Director	
Project Manager	
Web Content Coordinator	
Contact Evaluators/Editors	
Technology Support	
Evaluation Support	
Stakeholder Support	

Stakeholder Committee

Stakeholder	Interest / stake	Importance

3. Equipment

What equipment will you need (hardware and software)?

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6. Project Timeline

What is the production schedule for the site, including dates and milestones consistent with LSC milestones?

7. Content Development

Does content exist, who has it and how will it be maintained? Sub-questions include:

- *What information will be most valuable to my audience?*
- *Inventory existing content; identify gaps*
- *Collect, adapt and convert*
- *Content publishing protocols*
 - *Editorial style*
 - *Authoring rights scheme*
- *Indicate if the project has content training needs and how they will be met.*

7. Marketing and Outreach

How will the site be marketed, and by whom? List important marketing activities planned throughout the project, indicating who will be responsible, target audience, timing, and key message.

Timing	Marketing Activity	Audience	Materials	Coordinator	Message

8. Evaluation

Indicate how you will evaluate your progress toward your goals. List the factors you plan to evaluate, key indicators, methods you will use, and when the evaluation will take place.

Timing	Factor to Evaluate	Key Indicators	Method(s)

Technical Infrastructure

9. Site Design

How do you want your site to look and feel? Indicate any specific technologies or development approaches the project will adopt and why.

10. Branding Elements

List any branding elements for your site, including domain name, graphics or logos, and partner acknowledgement.

11. Basic Structure and Components

What functional and content components will the site have?

12. Custom Work

List any customizations you want/need for your site.

13. Site Launch

Indicate dates and methods for "soft" and "hard" launch.